



MARIUS SERBAN

916.833.6127 | marius@mariusserban.com | mariusserban.com

I'm a marketer/designer with 19 years experience

EXTENSIVE EXPERIENCE WITH INFUSIONSOFT AND HUBSPOT

TECHNICAL SKILLS

- Sketch
- Webflow
- Invision
- Adobe Photoshop
- Adobe Lightroom
- Adobe InDesign
- Adobe Illustrator
- Adobe After Effects
- Adobe Audition
- Final Cut Pro
- HTML + CSS

PRACTICAL SKILLS

- Typography
- Layout & Composition
- Photography
- Sound editing
- Bilingual: Romanian & English

STRONG POINTS

- Ability to meet deadlines
- Extremely detail oriented
- Strong ethics
- Hardworker

EDUCATION

- BS in Web Design & Interactive Media (GPA 4.0)
The Art Institute of California, Sacramento
Graduated in September 2014 with Summa Cum Laude.
- Numerous design workshops in Czech Republic, Slovakia, Romania, Croatia, Thailand, USA.

EMPLOYMENT (LAST 5 JOBS)

Roche, Pleasanton, CA

(contract position June. 2017 - August 2019)

Role: Visual Designer

Software used: Sketch, Photoshop, InDesign, Illustrator

Work Summary:

- I've designed brochures, banners, infographics and other print and web assets

Tile, San Mateo, CA

(contract position Oct. 2017 - Dec. 2017)

Role: UX / Web Designer

Software used: Sketch, Zeplin, Invision, Illustrator

Work Summary:

- I've designed a series of e-commerce projects to increase website monetization
- I've mapped out and designed a few sequences for better user experience and customer conversions

- I've created and delivered presentations on a few new checkout approach options

The John Maxwell Company, Duluth, GA

(2016 - 2017)

Role: Director of Marketing and Creative, Consumer Division

Software used: Sketch, Photoshop, InDesign, Illustrator, InfusionSoft, Hubspot, Final Cut, Zapier, Mailchimp

Work Summary:

- I've created in InfusionSoft and then designed a few monetary successful marketing campaigns for new online courses on leadership
- I've created landing pages that had conversions of over 50%
- I've designed online courses dashboards that kept people engaged throughout the entire course
- I've created in Infusionsoft and designed email sequences

EQUIP Leadership, Duluth, GA

(2014 - 2016) *John Maxwell's non-profit*

Role: Director of Creative Services

Software used: Sketch, Photoshop, InDesign, Illustrator, InfusionSoft, Final Cut, Hubspot, Zapier, Mailchimp

Work Summary:

- I've created websites and landing pages that draw people into donating
- I've created and edited videos
- I've designed brochures, annual reports, PowerPoint and Keynote presentations
- I've designed banners, posters, flyers for National conferences

North American Baptists, Roseville, CA

(2011 - 2014)

Role: Webmaster, Designer

Software used: Photoshop, InDesign, Illustrator, Final Cut, Mailchimp

Work Summary:

- I've created and designed email blasts
- I've created and edited videos
- I've created all the print collaterals (flyers, brochures, posters, inserts etc)
- I've updated and maintain the website